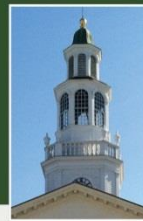
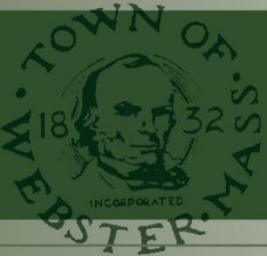


# Town of Webster

## Comprehensive Master Plan 2013

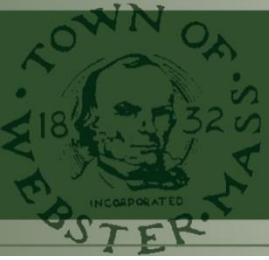
### **Steering Committee Meeting**

**Wednesday, July 24, 2013**



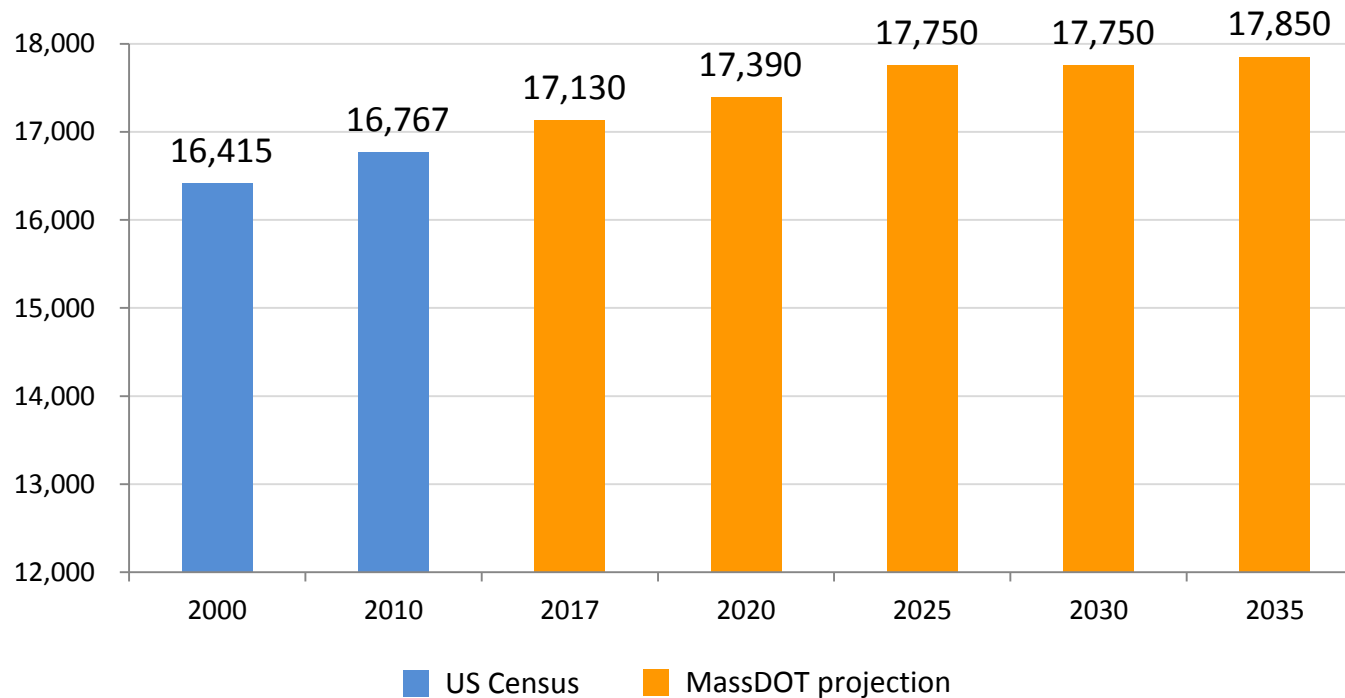
# Agenda

1. Update on Vision Statement and logo
2. Review of draft land use element
3. Review of draft open space element
4. Housing baseline data presentation and goals for housing
5. Economic development baseline data presentation and goals for economic development
6. Next Steps

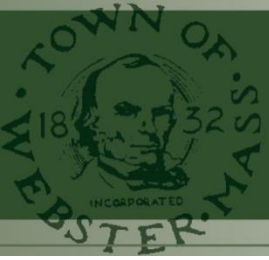


# Housing Baseline Presentation - Population

**Webster Total and Projected Population**

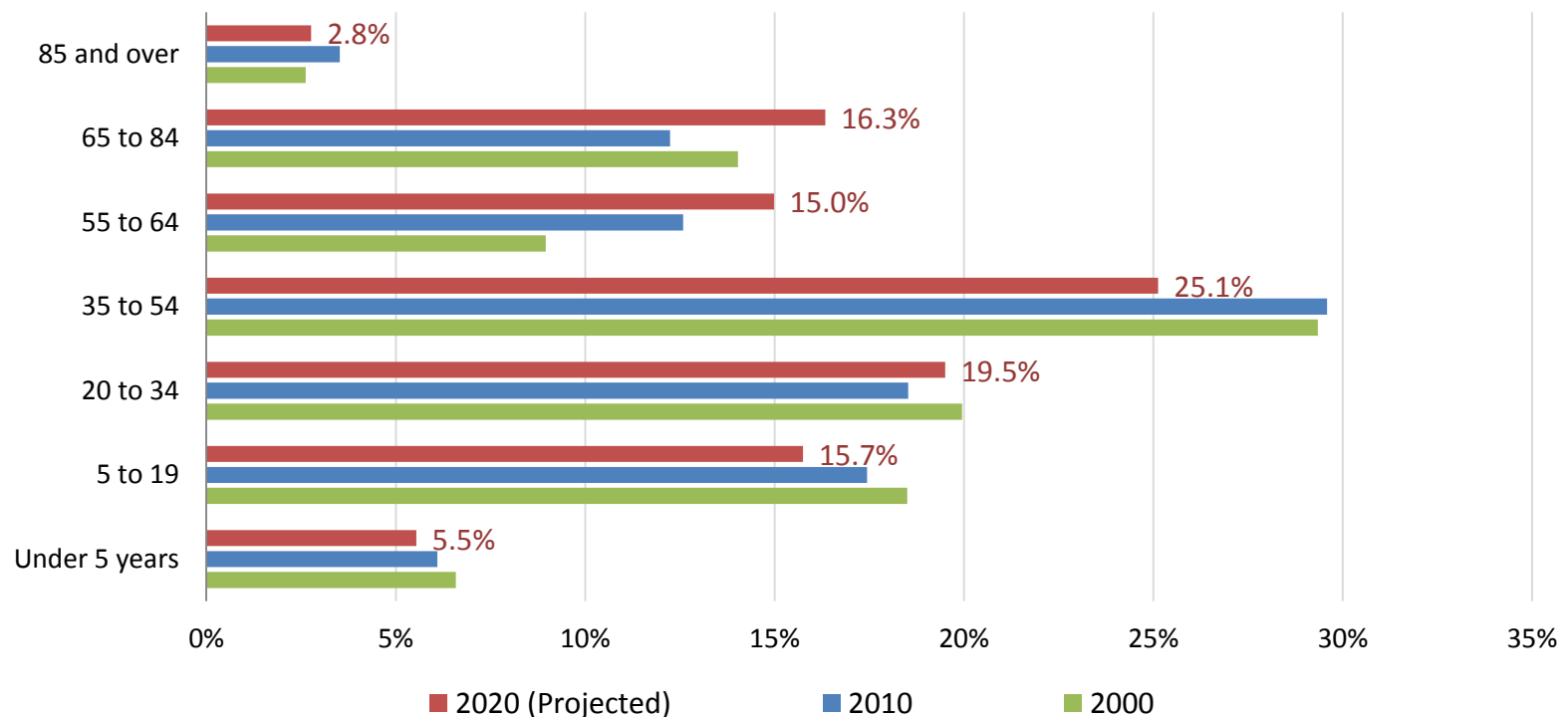


Source: US Census Bureau 2000 and 2010; Projections developed by MassDOT in consultation with CMRPC

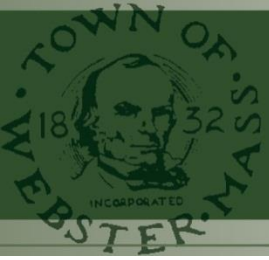


# Housing Baseline Presentation - Population

**Population Structure by Age Group: 2010 and 2020 (projected)**

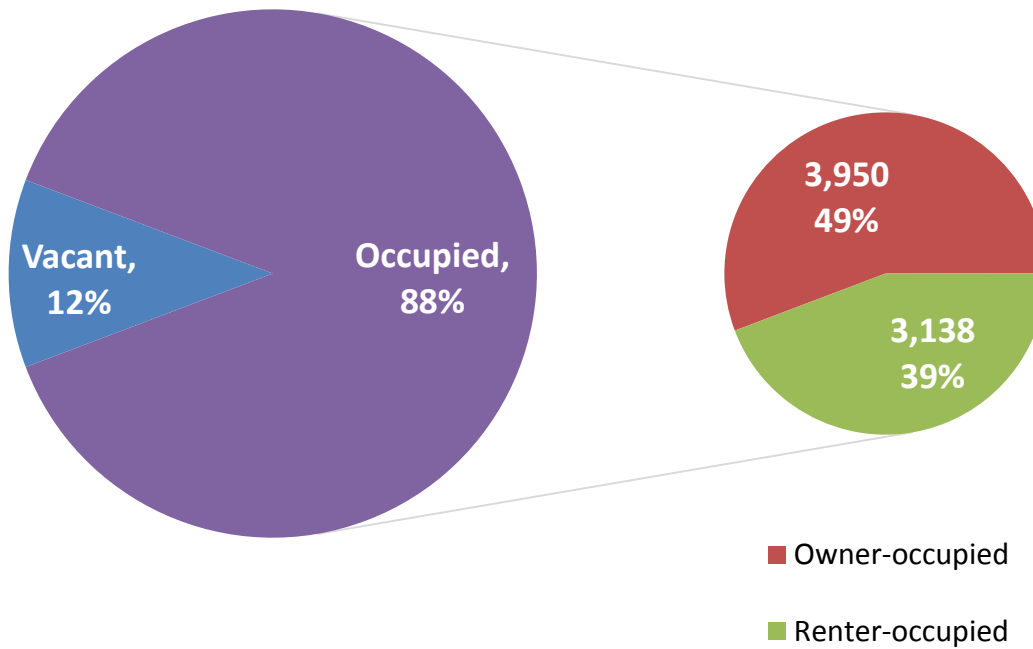


Source: US Census Bureau 2010, Estimates produced by MISER



## Housing Baseline Presentation - Household

**Housing Units and Households, 2010**



**Total Housing Units 2010:**

**8,011**

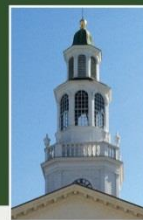
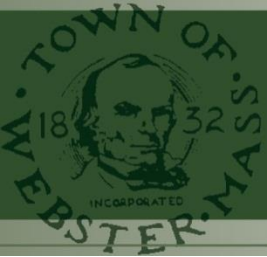
**Total Households 2010:**

**7,088**

**Average Household Size:**

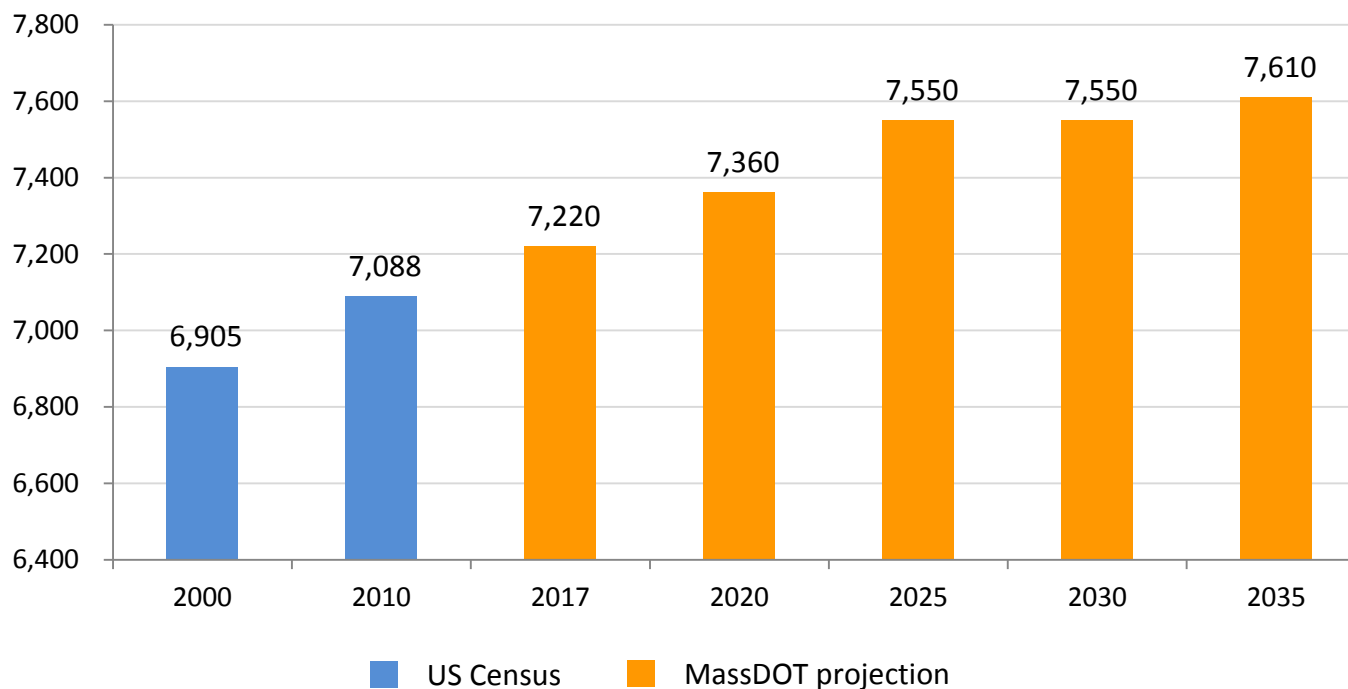
**2.32**

*Source: US Census Bureau 2010*

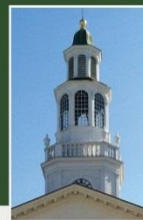
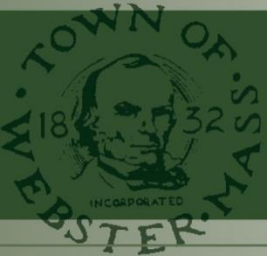


# Housing Baseline Presentation - Household

**Webster Total and Projected Households**



Source: US Census Bureau 2000 and 2010; Projections developed by MassDOT in consultation with CMRPC

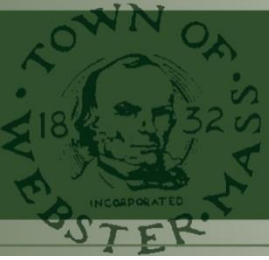


## Housing Baseline Presentation - Household

Households by Type, 2011	Number	Percentage of Total
Family households:	4,270	<b>58.1%</b>
Married-couple:	2,891	39.4%
With own children under 18 years:	1,822	24.8%
Male householder, no spouse	387	5.3%
Female householder, no spouse:	992	13.5%
Nonfamily households:	3,074	<b>41.9%</b>
Total householders living alone:	2,526	34.4%
Householders 65 and older living alone:	859	11.7%
Total Households	<b>7,344</b>	100.0%

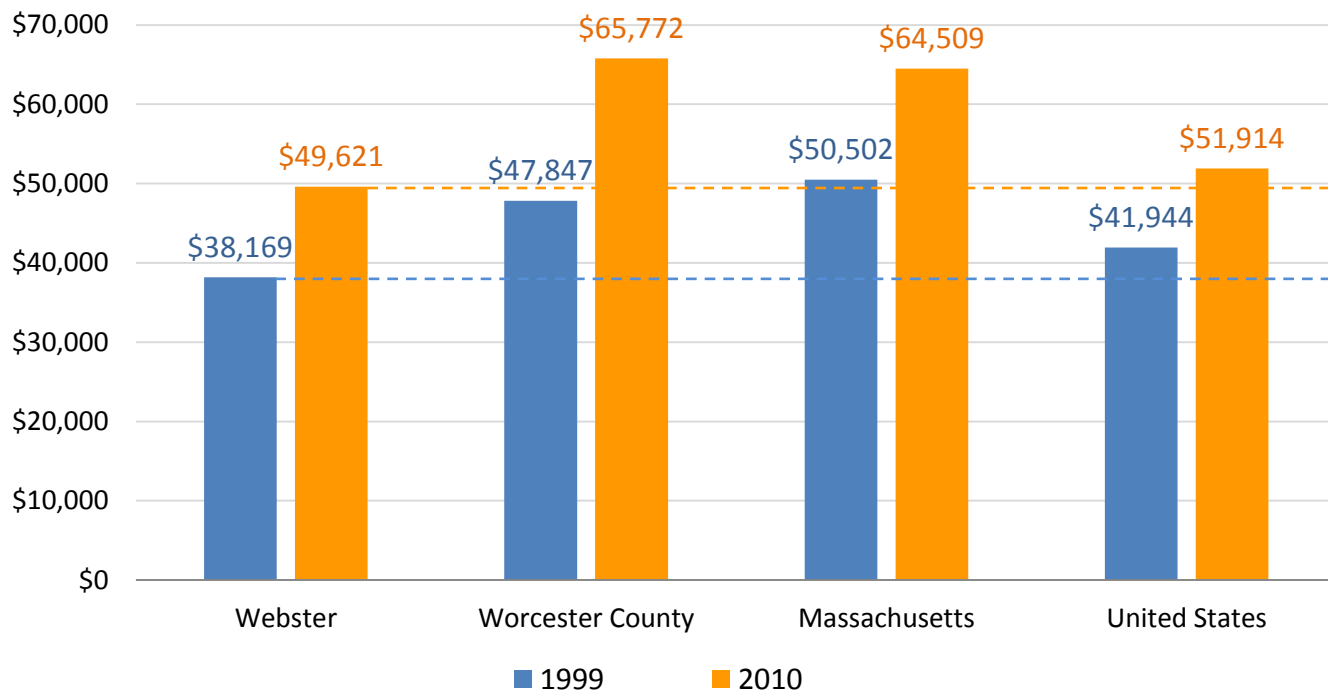
Source: US Census Bureau 2010





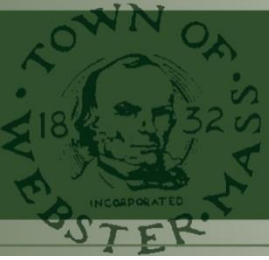
# Housing Baseline Presentation - Household

Change in Median Household Income, 1999 and 2010



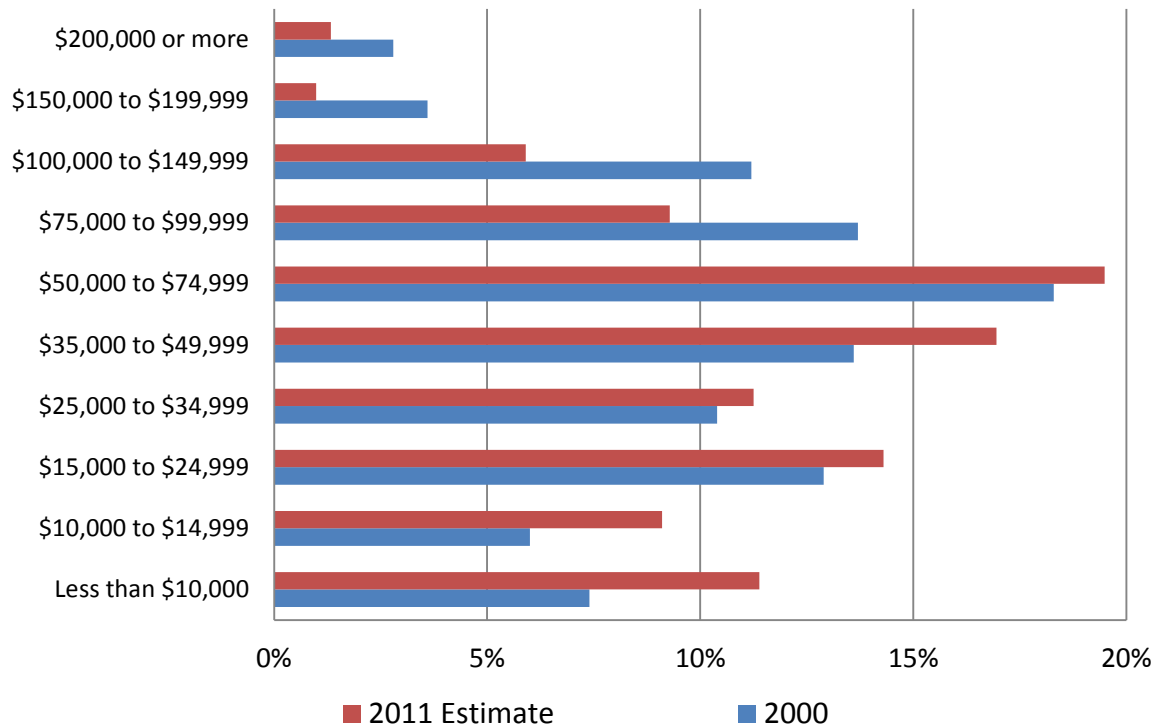
Source: US Census Bureau 2000 and 2010; 2007-2011 American Community Survey





## Housing Baseline Presentation - Household

**Household Income Distribution, 2000 and 2011**



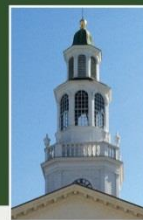
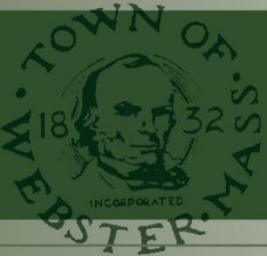
**Median Household Income 2000:**

**\$38,169**

**Median Household Income 2011:**

**\$49,621**

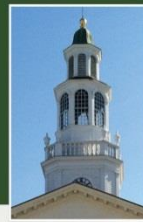
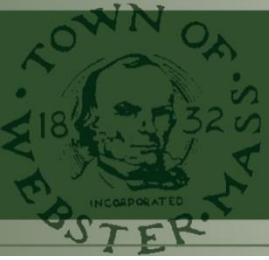
Source: US Census Bureau 2000 and 2010



## Housing Baseline Presentation – Housing Stock

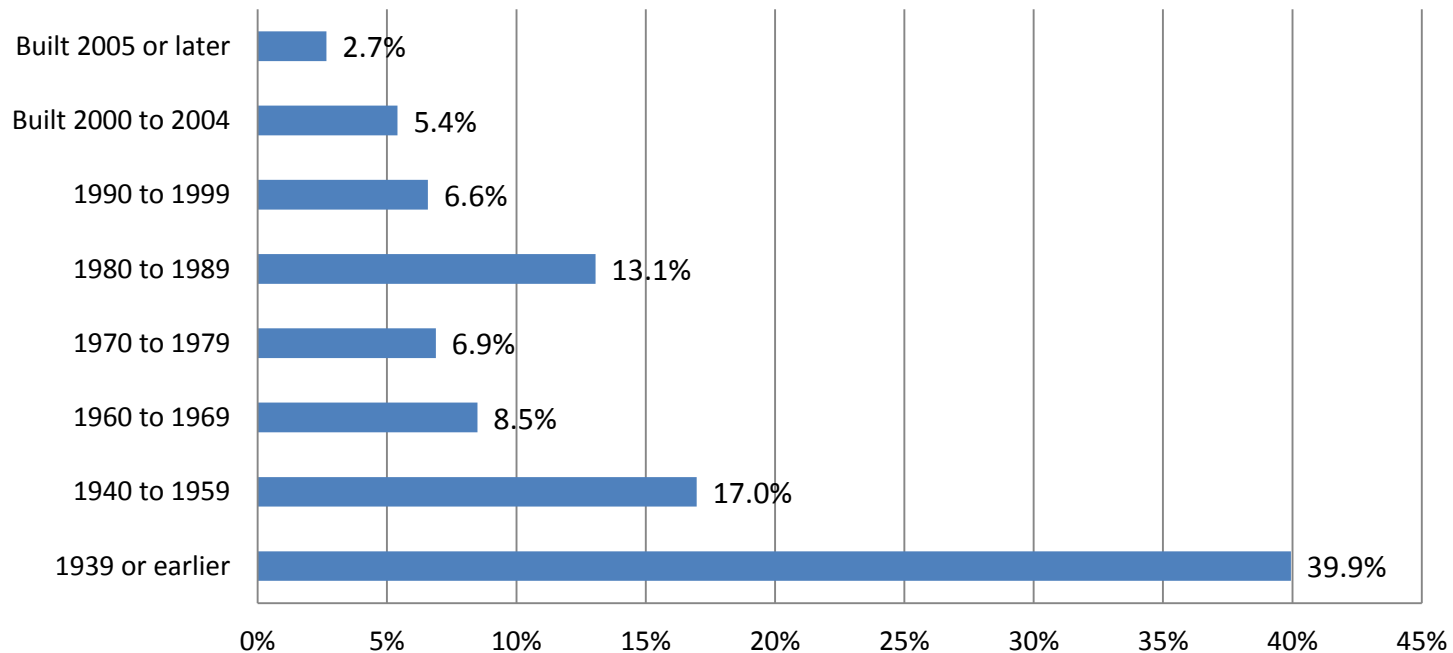
Number of Units per Structure	2000		2010		Percent Change
	Number	Percent	Number	Percent	2000-2010
Single-family (detached)	3,285	43.5%	4,042	48.9%	23.0%
Single-family (attached)	178	2.4%	353	4.3%	98.3%
Two-family units	1,184	15.7%	1,013	12.3%	-14.4%
Three or four units	1,537	20.3%	1,493	18.1%	-2.9%
Five to nine units	792	10.5%	726	8.8%	-8.3%
Ten or more units	499	6.6%	595	7.2%	19.2%
Mobile Home	79	1.0%	45	0.5%	-43.0%

Source: US Census Bureau 2000 and 2010

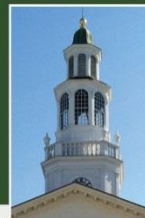
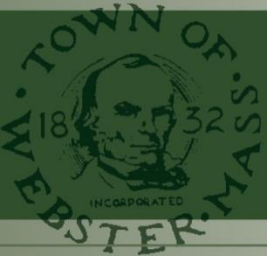


# Housing Baseline Presentation – Housing Stock

Age of Housing Stock, 2009 - 2011

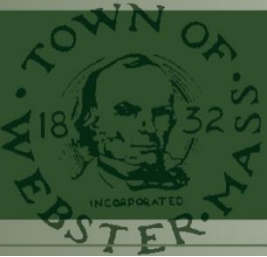


Source: US Census Bureau 2007-2011 American Community Survey



## May 4th Public Forum Housing Discussion

- Great inventory of starter homes for young families
- Absentee landlords: maintenance and condition of housing is a key concern
- Challenges: crime/drug, Section 8 housing, lower educational attainment
- Consider the Community Preservation Act to provide funds for rehab programs and creative solutions to help people take pride in their properties.
- Increase enforcement in addressing the issue of substandard housing and coordinate enforcement activities among relevant departments
- Update the zoning to increase housing choice and standards for design



# Town of Webster

## Comprehensive Master Plan 2013



# Economic Development Baseline - Webster Residents

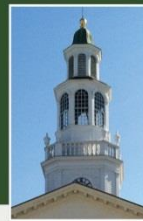
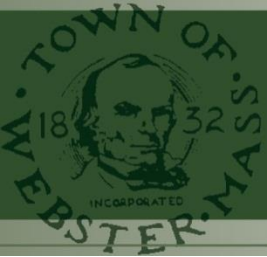
## Industry Employment Share – 2000-2011

Employment by Industry	2000		2011		% change
Agriculture, Forestry, Mining, etc.	35	0%	39	0%	11.4%
Construction	516	7%	739	9%	43.2%
Manufacturing	1,593	21%	934	11%	-41.4%
Wholesale Trade	340	4%	322	4%	-5.3%
Retail Trade	842	11%	986	12%	17.1%
Transportation and warehousing and utilities	252	3%	517	6%	105.2%
Information	167	2%	191	2%	14.4%
Finance, insurance, real estate	767	10%	914	11%	19.2%
Professional, scientific and management and administrative services	532	7%	668	8%	25.6%
Education services and health care and social assistance	1,773	23%	1,605	20%	-9.5%
Arts, entertainment, recreation, accommodation	427	6%	513	6%	20.1%
Other services	303	4%	448	5%	47.9%
Public administration	205	3%	307	4%	49.8%

Labor Supply	2000	2011	Change
Labor Force	8,127	9,178	12.9%
Employed Population over 16	7,752	8,183	5.6%

Source: 2007-2011 American Community Survey 5-Year Estimates



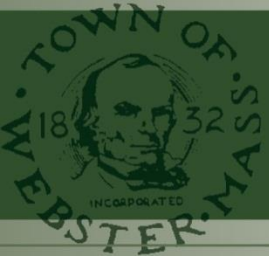


# Economic Development Baseline - Webster Residents

## Educational Attainment

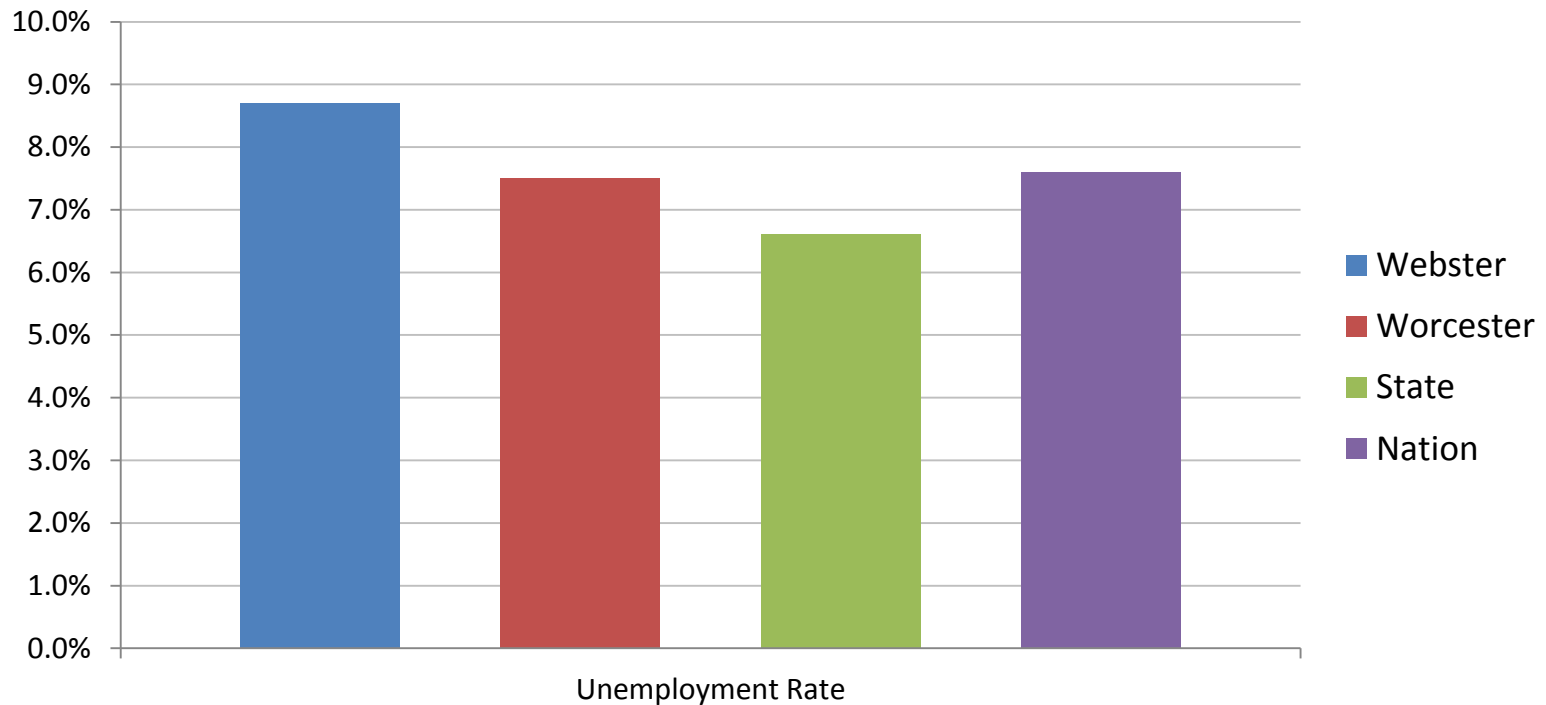
Educational Attainment (Population 25+)	Webster	Worcester County	State
No Diploma	16.6%	11.3%	11.1%
High School Graduate	37.6%	28.9%	26.3%
Some College, No Degree	20.1%	17.7%	16.2%
Associate's Degree	7.4%	8.9%	7.6%
Bachelor's Degree	12.0%	20.5%	22.1%
Graduate or Professional Degree	6.4%	12.8%	16.6%
High School Grad or Higher	83.4%	88.7%	88.9%
Bachelor's Degree or Higher	18.4%	33.3%	38.7%

Source: 2007-2011 ACS 5-Year Estimates



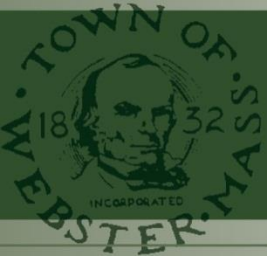
# Economic Development Baseline - Webster Residents

## Unemployment Rate – May 2013



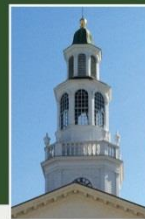
Source: Massachusetts Executive Office of Labor and Workforce Development





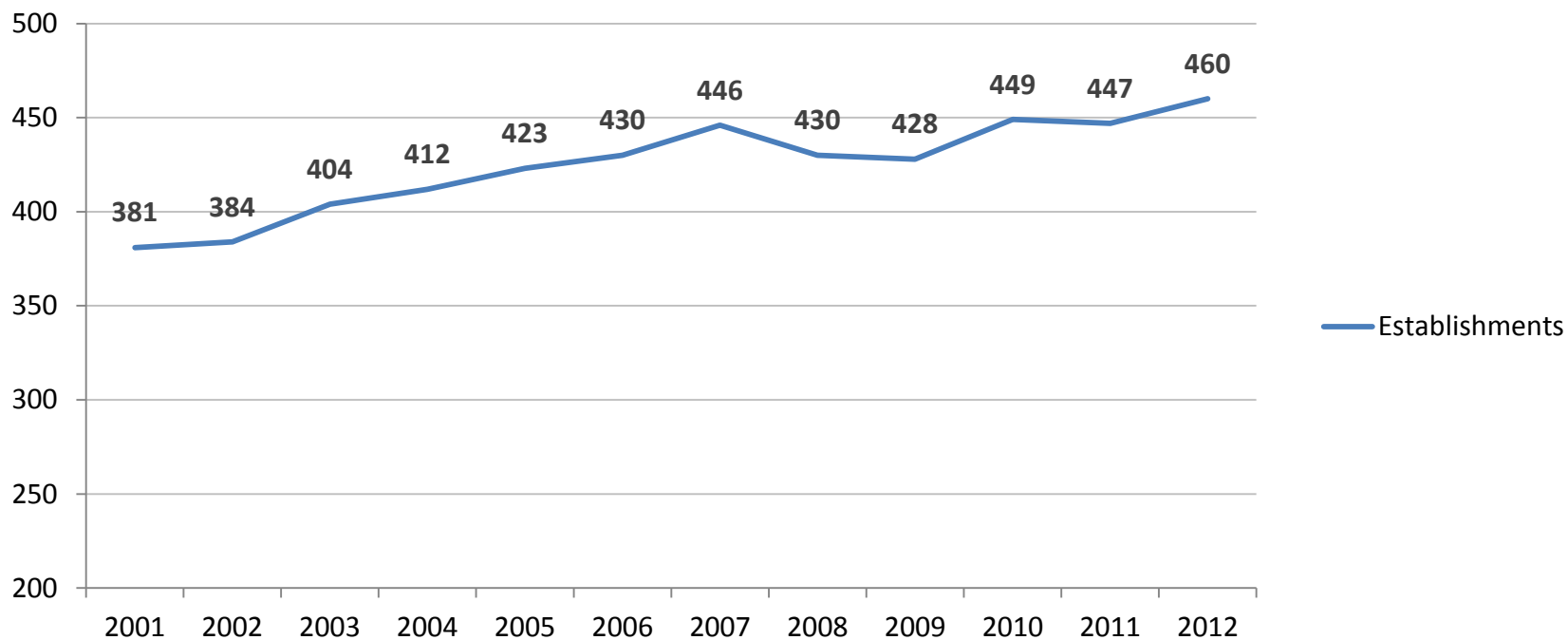
# Town of Webster

## Comprehensive Master Plan 2013



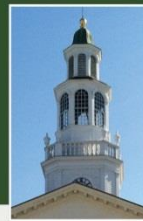
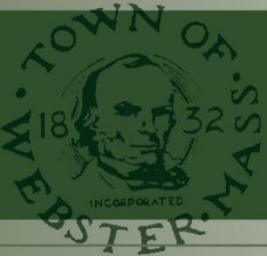
## Economic Development Baseline - Webster Residents

### Change in Businesses – 2001 to 2012



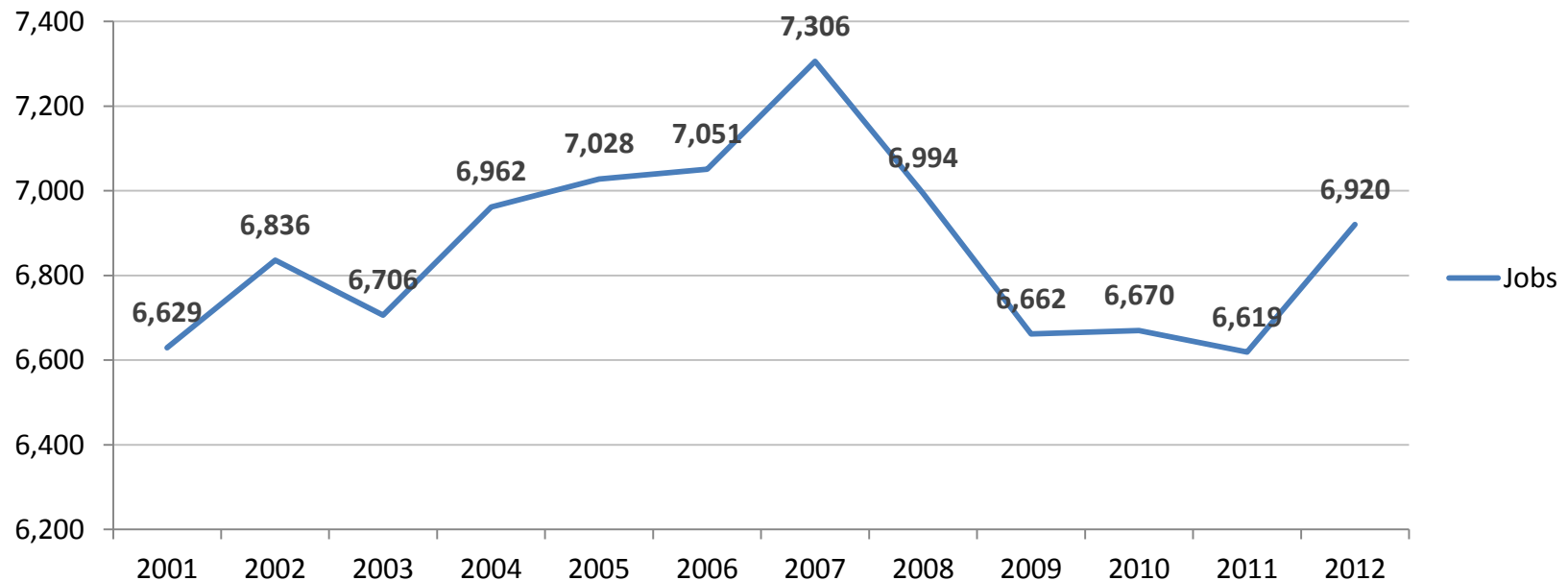
Source: Massachusetts Executive Office of Labor and Workforce Development



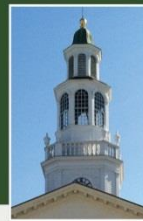
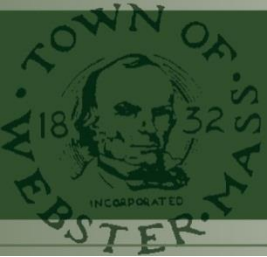


# Economic Development Baseline - Webster Residents

## Change in Businesses – 2001 to 2012



Source: Massachusetts Executive Office of Labor and Workforce Development



# Economic Development Baseline - Webster Residents

## Largest Employers

### 1000+ Employees

Commerce Insurance

MAPFRE USA Corp

### 100+ Employees

A A Transportation

Lenessa Extended Care

Bartlett Jr Sr High School

LKQ Route 16 Auto Parts

Goya Foods

Oakwood Rehab and Nursing Center

Guardian Webster

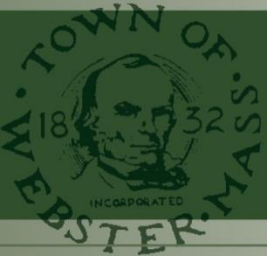
Price Chopper

Harrington Healthcare

VNA – Southern Worcester County

Kmart

Source: Massachusetts Executive Office of Labor and Workforce Development



# Town of Webster

## Comprehensive Master Plan 2013

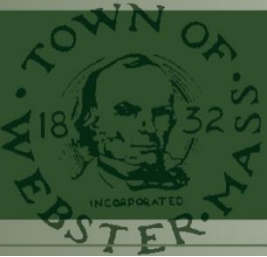


## Economic Development Baseline - Webster Residents

Number of Establishments	2012 Q3	Pct. of total	Average Monthly Employment	Average Weekly Wages
Total, All Industries	460		6,920	\$754
Construction	42	9%	166	\$867
Manufacturing	20	4%	348	\$841
Wholesale Trade	24	5%	271	\$1,050
Retail Trade	62	13%	861	\$526
Transportation/Warehousing	13	3%	91	\$994
Information	4	1%	19	\$586
Credit Intermediation & Related Activity	6	1%	57	\$624
Real Estate and Rental and Leasing	17	4%	59	\$669
Professional and Business Services	43	9%	979	\$731
Education and Health Services	43	9%	1,204	\$670
Accommodation and Food Services	43	9%	648	\$252
Arts, Entertainment, Recreation	7	2%	109	\$190
Other Services, Ex. Public Admin	115	25%	211	\$352

Source: Massachusetts Executive Office of Labor and Workforce Development





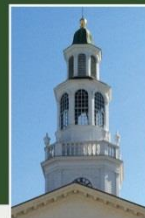
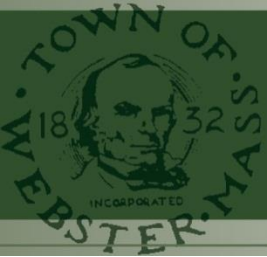
# Economic Development Baseline - Webster Residents

## Business Size

Size of Establishments (# of Employees)	# of Firms	Pct.
1-4	186	51%
5-9	73	20%
10-19	53	15%
20-49	33	9%
50-99	11	3%
100-249	6	2%
250-499	0	0%
500-999	0	0%
1000+	1	0%
Total	363	100%

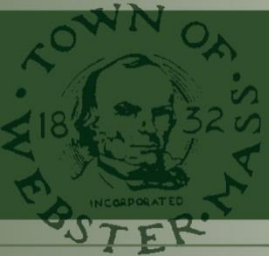
86% are small businesses with fewer than 20 employees

Source: US Census, 2011 Zip Code Business Patterns



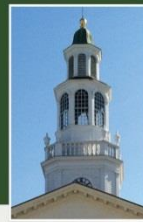
## May 4th Public Forum Economic Development Discussion

- Focus on downtown revitalization: improve image/perception; address underutilization issues; preserve cultural and historic value; attract diverse businesses
- Need a Town Planner to explore tools/grants for economic development
- Establish a coordinated permitting and design review process; upgrade town regulation to focus on specific business areas with mixed uses
- The lake is an asset for economic development: develop events and programs; upgrade facilities
- Development potentials: Rt. 395 corridor, Cudworth Road, French River, better utilize industrial areas
- Marketing the Town better: signs and logo to identify tourist attractions



# Town of Webster

## Comprehensive Master Plan 2013



## Next Steps

